

**Good for ME Good for FE**

# **Social Value Report 2021-2022**



**GOOD FOR ME**  
GOOD FOR FE



# Introduction

Further Education (FE) colleges by their nature are a prominent part of any local area. As Anchor Institutions, their assets, workforce and student population create opportunities to contribute significant additional benefits to the communities they serve, particularly when targeting local, underlying inequalities. This was especially apparent during the COVID-19 pandemic and more recently through the ongoing cost of living crisis. As this report will demonstrate, one college alone can make a huge difference to local outcomes, but when colleges work together, the benefits delivered to society more widely are even greater.

The *Good for ME Good for FE* campaign was established as a platform for colleges across the UK to collaborate as a sector to drive a sustainable, coordinated programme of community action at scale. One of the aims of the programme was to measure this activity more consistently, to help colleges better demonstrate the true value they generate, commonly known as 'social value'.

To showcase *Good for ME Good for FE's* contribution to communities, this report highlights the total social value created from fundraising, food items donated and local volunteering efforts by the colleges that took part. Before *Good for ME Good For FE*, no other college or group of colleges has tried to understand their contribution in this way before.

Across the academic year 2021-22, *Good for ME Good for FE* mobilised the collaborative effort of staff and students at 140 colleges across the UK, two-thirds of all FE colleges. The campaign was further supported by charitable partners including NCFE, who invested financially to help drive further social action throughout the sector.

It has been assessed that during this reporting period, *Good for ME Good for FE* has generated £3,725,411.30 of social value. This added value is generated from three prominent campaign initiatives:

1. **Food bank donations** - weekly collections from both staff and students supporting thousands of individuals and families in need with emergency food parcels and other essential items
2. **Fundraising** – encouraging colleges to develop relationships with local charities to ensure any money raised goes towards causes that address local priorities
3. **Community volunteering** - harnessing the huge amount of work already being undertaken by staff for good causes and encouraging others to get involved.

***"We would like to see ourselves as a pillar in the community"***

*Janice Cooke, Partnership and Project Development Manager at South Eastern Regional College*

The impact data in this report has been collated by London South East Colleges (LSEC) from a total of 140 colleges across the academic year 2021-22. Social Value Portal has been commissioned to summarise the results. Although not all evidence behind the data has been validated, the data collection follows the unit guidance within the TOMs Framework, the most widely used social value measurement solution in the UK. More about this measurement methodology is explained on the next page.

To bring to life just some of the amazing efforts from colleges, case studies from the three campaign initiatives are included in this report as leading examples of the impact *Good for ME Good for FE* has achieved.



## 2021-22 achievements



**£3,725,411.30**  
Total social value generated through  
the *Good for ME Good for FE* campaign  
in 2021-22

This is made up of:



**100,921**  
items donated to food banks.  
Equivalent to £117,741.16 in  
emergency three-day food parcels.



**£159,554.98**  
Raised through charitable  
giving.



**214,302**  
volunteering hours.  
Equivalent to £3,448,115.16 when  
valued as a social value metric.

### What is social value?

Social value is used to describe the added value of initiatives that deliver wider benefits to both the local community and wider society.

Measuring the social value of *Good for ME Good for FE* allows colleges to track and record the social benefits they are contributing to their communities. In order to measure this impact robustly, *Good for ME Good for FE* has adopted the TOMs framework as its reporting methodology. The TOMs framework is a recognised reporting standard and Local Government Association endorsed tool that follows the principles in HM Treasury's Green book for monetising economic, environmental and social impact.

It is, of course, recognised that social value is not all about money, but this common language – the £ - is a powerful tool to ensure that the achievements of *Good for ME Good for FE* are not undervalued.

Each of *Good for ME Good for FE*'s three initiatives uses a specific measure and unit to capture the social value they generate. The data from all fundraising, donating and volunteering efforts were reported through regular data collation during the campaign:

- The number of food items is valued at £17.50 per emergency three-day food parcel for a family of four which is made up of 15 items, as advised by The Trussell Trust
- Volunteering can be equated to £16.09 per volunteer hour

These proxy figures result in a financial value for the social benefits that communities and wider society benefit from as a result of the *Good for ME Good for FE* initiatives.

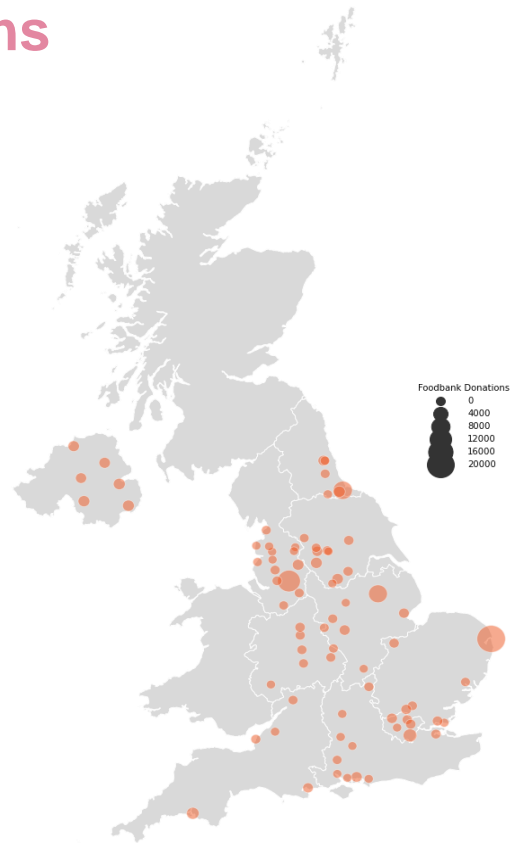
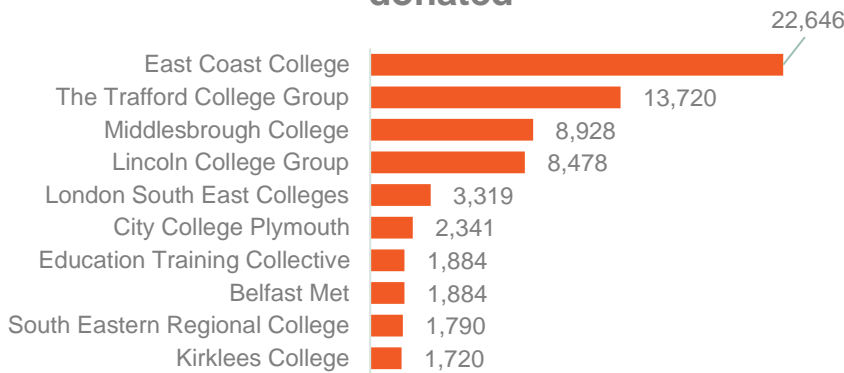


# Initiative #1: Food bank donations

# 100,921

Items donated to food banks

## Top 10 colleges by total items of food donated



Building on the FE Food Bank Friday initiative established by colleges during the pandemic, food bank donations have become a core area of giving for colleges in *the Good for ME Good for FE* campaign.

The campaign approximates the monetary value of food items donated by considering an emergency three-day food parcel for a family of four made up of 15 items, valued at £17.50 per parcel. Using this indicator, the total items of food donated across the colleges is equivalent to £117,741.16 of social value.



Image 1: Volunteers from the Great Yarmouth Foodbank with the donation of food from East Coast College

### Generosity on campus

East of England was the top-ranked region for the number of food items donated (26,057) with the majority made up of donations organised by East Coast College (22,646). As one of the founding colleges of *Good for ME Good for FE*, East Coast College has led by example when working to reduce local food poverty. Staff donated items in collection boxes in the college's main reception and canteens. Student volunteers sorted items for collection by the Lowestoft and Great Yarmouth food banks.

### Donating items to support the student community and beyond

While students contributed to some food banks, students were also service users of food banks. CityPlym Community Support Hub was relaunched in 2022 to serve students with food, personal hygiene items, clothing, help with payment of energy bills and family items. The Hub grew from its roots as a student-led initiative to support peers at City College Plymouth.

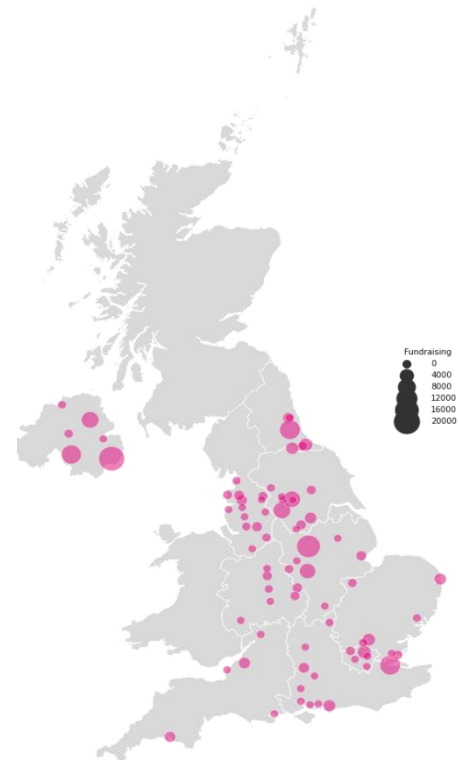
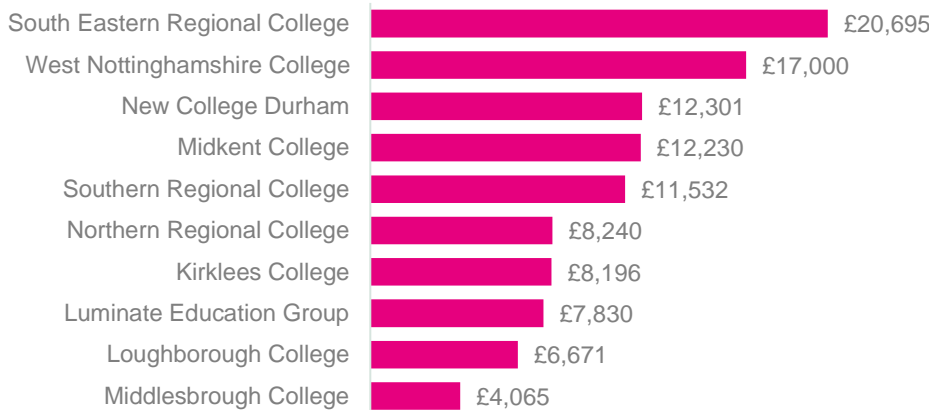


## Initiative #2: Fundraising

# £159,554.98

Fundraised

### Top 10 colleges by amount fundraised



Fundraising for community projects and charities is part of important partnerships which help sustain a longer-term vision and impact for the *Good for ME Good for FE* campaign.

### College-wide appeal for emergency relief

South Eastern Regional College (SERC) students organised a college-wide donation drive in Spring 2022 for the Ukraine Crisis Appeal and The British Red Cross Society, with support from the college Student Union. Fundraising efforts by students raised £1,778 using a JustGiving page and bucket collection. Alongside the student-led fundraising, donated items were collected in four large lecture halls and sorted by students. The donated items filled eight vans that contributed to 43 40-foot lorries of donations from across Northern Ireland which were sent to Poland. In addition to student efforts, £5,300 of fundraising and a van of clothes, food and toiletries were also donated to Ukrainians at a new refugee centre in Poland in a collection organised by Janice Cooke, Partnership and Project Development Manager at SERC. This donation drive was run in collaboration with a local church and Carrickmannon Primary School in Ballygowan.



Figure 2 SERC students organising donations for the Ukraine Crisis Appeal

SERC donations of £20,695 made up a significant contribution to a total of £41,287 for Northern Ireland, the top-ranked region for monetary donations. Other colleges contributing to the Northern Ireland regional fundraising total are Southern Regional College, Northern Regional College and others. SERC is also the top college when considering the average ranking for college and college groups across all three initiatives of *Good for ME Good for FE*: fundraising, food items donated and volunteer hours. Looking to the 2022-23 academic year, Janice Cooke shares,

***"There is still a great need for fundraising, volunteering and food bank donations. SERC fully support staff and students getting involved."***

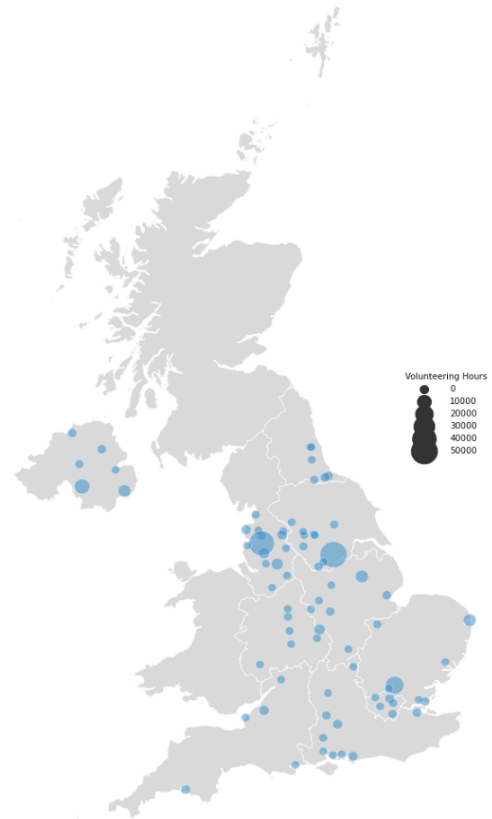
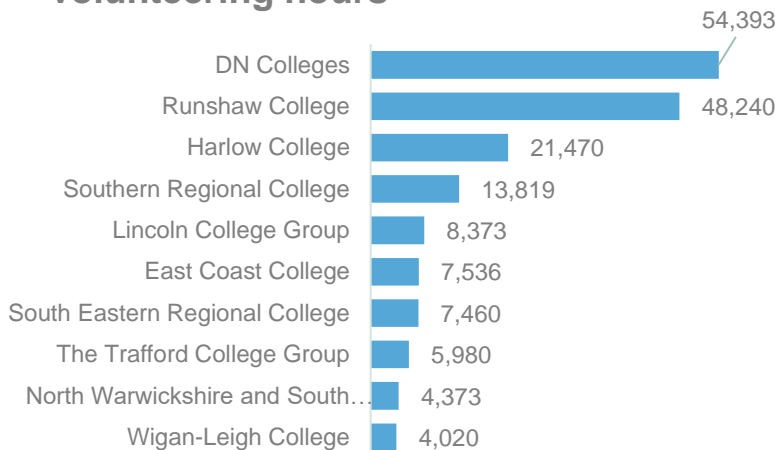


## Initiative #3: Volunteering

# 214,301.75

Volunteering hours

### Top 10 colleges by total volunteering hours



The *Good for ME Good for FE* campaign encourages volunteering activity within and outside each college community, harnessing the huge amount of work already being undertaken by staff for good causes. When considering Social Value Portal's proxy value of £16.09 per volunteer hour, college volunteering has contributed £3,448,115.16 in social value.

### Students applying skills using college facilities to deliver impact

Colleges supported students to think about how they could use their unique skills in novel ways to benefit local community groups. At East Coast College, most volunteering hours were made up by student participation. This has resulted in a strong community message about young people being active citizens in their communities, combining the use of college facilities and applying the skills they learn there. Examples of inspirational student action include:

- ▶ Media students set up websites for a local drugs & addiction charity allowing improved access for service users.
- ▶ Foundation students (16-24 year olds with special educational needs), were involved in 'Grow and Mow' – a project involving planting, growing and harvesting strawberries on the college campus, which were then delivered to local care homes for residents to enjoy.
- ▶ Welding students volunteered 120 social action hours designing and building a unique, car-themed patio log burner, in order to donate the finished product to a charity auction. At the auction, the item generated a winning bid of £1,000. This was donated to local wildlife charities: Norfolk and Suffolk Animal Trust and Foxy Lodge Wildlife Rescue.

Through contributing the student's expertise locally, being part of the *Good for ME Good for FE* has helped to build the college's reputation and specialisms. The result is a ripple effect being experienced - partner organisations are now reaching out to the college directly about how they can also get involved in *Good for ME Good for FE*.



## Summary and conclusions

The *Good for ME Good for FE* campaign has provided a unique platform that continues to inspire and encourage college staff and students. Colleges that take part are building a movement which is bringing together their local communities in new and novel ways not necessarily experienced between these groups before.

The £3,725,411.30 of social value that has been generated by 140 colleges represents the remarkable contribution that the FE college sector is making to society as a whole. This impact has been strengthened and quantified by the coordinated action of *Good for ME Good for FE*. Without this, the bigger picture of college impact would not have been possible.

As the UK continues to recover against the backdrop of the cost of living crisis, health inequalities and a skills shortage<sup>1</sup>, FE colleges provide a national network of resources and expertise. This is embedded deep within communities, with unique access and ability to support those most in need.

### Looking forward

To better identify and further evidence the social value of the *Good for ME Good for FE* campaign and colleges involved, the campaign is focusing on:

- ▶ Providing evidence templates to each college to help them capture all details of each local community project and identify who is benefiting
- ▶ Record colleges' investment for social value initiatives e.g. materials and resources
- ▶ Further training and support for college staff to record their contributions in line with TOMs framework
- ▶ Provide a breakdown of staff vs student volunteering hours delivered to local community projects as part of volunteering records being logged
- ▶ Sharing best practice stories across colleges highlighting new and novel approaches of community action that are responding to the needs of their local community.

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<sup>1</sup> <https://commonslibrary.parliament.uk/research-briefings/cdp-2023-0001/>

